



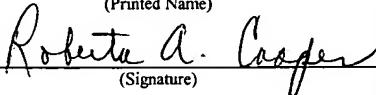
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Application Serial No. 10/656,832

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Gary M. Richter, et al.  
Title: MERCHANDISING SYSTEM  
Appl. No.: 10/656,832  
Filing Date: 09/05/2003  
Examiner: Tran, Khoa H.  
Art Unit: 3637  
Atty. Dkt. No.: 023720-0339

<u>CERTIFICATE OF EXPRESS MAILING</u>	
I hereby certify that this correspondence is being deposited with the United States Postal Service's "Express Mail Post Office To Addressee" service under 37 C.F.R. § 1.10 on the date indicated below and is addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.	
EV 459170748 US (Express Mail Label Number)	12/30/04 (Date of Deposit)
Roberta A. Cooper (Printed Name)	
 (Signature)	

**AMENDMENT TRANSMITTAL**

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment in the above-identified application.

- Reply and Amendment (20 pages).  
 Supplemental Information Disclosure Statement Under 37 CFR § 1.56 (3 pages).  
 Form PTO/SB/08 (1 page) with 19 listed references.

[ X ] The fee required for additional claims is calculated below:

	Claims As Amended	Previously Paid For	Extra Claims Present	Rate	Additional Claims Fee
Total Claims:	40	-	41	= 0	x \$50.00 = \$0.00
Independent Claims:	3	-	4	= 0	x \$200.00 = \$0.00
				First presentation of any Multiple Dependent Claims: + \$360.00	= \$0.00
				CLAIMS FEE TOTAL	= \$0.00

[ ] Applicant hereby petitions for an extension of time under 37 C.F.R. §1.136(a) for the total number of months checked below:

[ ] Extension for response filed within the first month:	\$120.00	\$0.00
[ ] Extension for response filed within the second month:	\$450.00	\$0.00
[ ] Extension for response filed within the third month:	\$1,020.00	\$0.00
[ ] Extension for response filed within the fourth month:	\$1,590.00	\$0.00
[ ] Extension for response filed within the fifth month:	\$2,160.00	\$0.00
	EXTENSION FEE TOTAL:	\$0.00
[ ] Statutory Disclaimer Fee under 37 C.F.R. 1.20(d):	\$130.00	\$0.00
	CLAIMS, EXTENSION AND DISCLAIMER FEE TOTAL:	\$0.00
[ ] Small Entity Fees Apply (subtract ½ of above):		\$0.00
	TOTAL FEE:	\$0.00

[ X ] A check in the amount of \$180.00 is enclosed in payment of Information Disclosure Statement.

[ X ] The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 06-1447. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge

the unpaid amount to Deposit Account No. 06-1447. If any extensions of time are needed for timely acceptance of papers submitted herewith, applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 06-1447.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Respectfully submitted,

Date 12/30/04

By Scott

FOLEY & LARDNER LLP  
777 East Wisconsin Avenue  
Milwaukee, Wisconsin 53202-5306  
Telephone: (414) 297-5872  
Facsimile: (414) 297-4900

Scott M. Day  
Attorney for Applicant  
Registration No. 52,801



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Richter et al.

Title: MERCHANTISING  
SYSTEM

Application No.: 10/656,832

Filing Date: 09/05/2003

Examiner: Tran, Khoa H.

Art Unit: 3634

Atty. Dkt. No. 023720-0339

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Roberta A. Cooper

(Printed Name)

*Roberta A. Cooper*  
(Signature)

**REPLY AND AMENDMENT**

This communication is responsive to the Office Action dated October 1, 2004, concerning the above-referenced Application.

**Amendments to the Specification** begin on page 2 of this document.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 4 of this document.

**Remarks** begin on page 10 of this document.

Please amend the Application as follows: